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Innovative, creative human capital through Cite Zone

SINTOK: The Communications and Multimedia Ministry is confident of the Creative Industry Talent Empowerment Zone (Cite Zone)'s ability to produce talented, quality, innovative and creative human capital.

Secretary-general Datuk Seri Dr Sharifah Zarah Syed Ahmad said the programme mirrored the objective of the National Creative Industry Policy, Human Capital Development Plan.

"Cite Zone is capable of reinforcing creative industry human capital development through expertise, learning and creative opportunities.

"Without commitment and a high level of enthusiasm, we would not have been able to go far in the face of global challenges, InsyaAllah with cooperation from the parties concerned, we will harvest the fruits soon," she said at the conclusion of the programme here on Tuesday.

Her speech text was read out by the ministry's Content Development Division secretary Nik Kamaruzaman Nik Husin;

the closing ceremony was officiated by **Universiti Utara Malaysia (UUM)** vice chancellor Datuk Seri Dr Mohamed Mustafa Ishak.

Thirty participants attended the programme which started on Saturday.

"Personnaly, I regard the cooperation as a starting point towards further achievements. Support from the ministry, university and local creative industry enthusiasts is crucial to produce successors and future leaders of the industry," Sharifah Zarah said.

Meanwhile, Mohamed Mustafa said the creative industry has the ability to expand and enhance the image of the country on the world stage.

"Take the success of animation film, Upin and Ipin as an example and hopefully students would strive more seriously in the field," he said.

The programme was jointly organised by the ministry and UUM Technology and Multimedia Studies Centre. - Bernama